Advertising by MTNL on TV

431. SHRI DHARAM PAL SABHARWAL: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether it is a fact that Mahanagar Telephone Nigam Ltd. (MTNL) have taken all the dominant private TV channels for Delhi and Mumbai viewership in their Media Plan 2007-08;

(b) if not, the prominent TV channels which have not been included in the Media Plan with reasons for not including them in the Media Plan;

(c) the criteria adopted by the MTNL for selecting TV channels for advertising; and

(d) whether viewership of each channel has been taken into account?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD) : (a) No, Sir. MTNL have taken limited number of private TV channels for Media Plan 2007-08.

(b) Some prominent channels which have not been included are Star Plus, Zee News and Star News etc.

(c) Selection of TV channels by MTNL is based on various factors, namely viewership pattern, target market, target audience based on variety of products needed to be marketed, cost of advertisement on each channel and availability of fund etc.

(d) Yes, Sir.

Mobile telephone licences

432. SHRI DHARAM PAL SABHARWAL: Will the Minister of COMMUNICATIONS
AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether it is a fact that Government have received serveral applications for mobile telephone licences in the country;

(b) if so, the names of the companies who have applied for such licences as on 1st October, 2007;

(c) the policy of Government with regard to grant of such licences to new

operators;

(d) whether some foreign companies have also applied for such licences; and

(e) if so, complete names and details of such companies?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD): (a) Government has received several applications for new Unified Access Services (USA) Licences for 22 service areas.

(b) Names of the commpanies who have applied for new USA Licence(s) as on 1st October, 2007 is given in the Statement *(See* below).

(c) The Government has decided to grant new USA Licences as per the existing policy.

(d) No, Sir.

(e) Does not arise in view of (d) above.

Statement

Names of applicant companies for new USA Licences as on 1st October, 2007

Sl.No.	Names of Applicant Companies
1	2
1.	ACME Tele Power Ltd.
2.	Adonis Projects Pvt. Ltd.
3.	Alliance Infratech (P) Ltd.
4.	Anjney Loys Pvt. Ltd.
5.	Aska Project Ltd.
6.	AT&T Global Network Services India Pvt. Ltd
7.	Avnija Properties Ltd.
8.	Azare Properties Ltd.
9.	Balasore Alloys Ltd.
10.	Bhubaneswar I.T. Park Developers Ltd.
11.	BPTP Ltd.
12.	Bycell Teleccomm India Pvt. Ltd.
13	Cellebrum. Com Pvt. Ltd.
14.	Cheetah Corporate Services Pvt. Ltd.
15.	Datacom Solutions Pvt. Ltd.
16.	Electrotherm (India) Ltd.
17.	Gontermann-Peipers (India) Ltd.
18.	HFCL Infotel Ltd.
19.	HTMT Telelecom Pvt. Ltd.
20.	Hudson Properties Ltd.
21.	Idea Cellular Ltd.
22.	Ispat Industry Ltd.
23.	JSW Power Trading Company Ltd.
24.	Meta Telecom Pvt. Ltd.
25.	Moser Baer Infrastructure Ltd.
26.	Nahan Properties Pvt. Ltd.
27.	Next Generation Telecommunications (Pvt.) Ltd.
28.	Ortel Communications Ltd.
29.	Parsvnath Developers Ltd.
30.	Prithvi Information Solutions Ltd.
31.	RSK Enterprises Pvt. Ltd.
32.	S Tel. Ltd.

1	2
33.	Satvik High-Tech Builders Pvt. Ltd.
34.	Selene Infrastructure Pvt. Ltd.
35.	Shippingstop Dot. Com (India) Pvt. Ltd.
36	Shyam Telelink Ltd.
37.	Silicon Infoways Pvt. Ltd.
38.	Spice Communications Pvt. Ltd.
39.	Seterlite Infrastructure Pvt. Ltd.
40.	Swan Telecom Pvt. Ltd.
41	Tata Teleservices Ltd.
42.	Tulip IT Services Ltd.
43.	Unitech Builders & Estates Pvt. Ltd.
44.	Unitech Infractures Pvt. Ltd.
45.	Videocon Industries Ltd.
46.	Volga Properties Pvt. Ltd.

TRAI recommendations

433. SHRIMATI N.P. DURGA: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) details of recommendations made by TRAI with regard to number of players, spectrum allocation and acquisitions;

(b) whether it is a fact that the DoT is not in favour of the recommendations and set up a Committee to study the above recommendations;

(c) if so, the details thereof;

(d) whether it is also a fact that the GSM operators have also opposed the recommendations; and

(e) if so, what Government is planning to do in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD): (a) to (e) On 29th August, 2007, Government received the recommendations of Telecom Regulatory Authority of India (TRAI) on "Review of license terms and conditions and capping of number of access providers". TRAI has made recommendations, *inter-alia,* on number of Access Services telecom operators, spectrum allocation criterion, mergers and acquisitions etc.

Government has already taken a decision on TRAI's recommendations on 17.10.2007, *inter-alia,* accepting that there should be no cap on the number of access services provider in any service area and usages of dual technology (Code Division Multiple Access (CDMA) and Global System for Mobile Communications (GSM) be permitted to existing Unified Access Services (USA) licensees.

TRAI has made above said recommendations after following a consultation process with the stakeholders including GSM operators and their association *viz.* Cellular Operators Association of India (COAI). However, COAI and some of the GSM Operators have challenged the